

Irish Life wins overall IBA Life Award for 5th consecutive year

Also wins Best Life Protection and Best Pension Product Awards

23 February, 2015 – Irish Life has won the overall Life Sector award in the 2015 Irish Brokers Association (IBA) Insurance Service Awards for the fifth year in succession.

Ireland's largest life assurance company also won the IBA Awards for Best Life Protection Product and Best Pension Product.

Gerry Hassett, Managing Director of Irish Life's Retail business said that the recognition was a tremendous endorsement of the company's commitment to maintaining high quality customer service.

"Winning the overall IBA Life Company Award for the fifth year running is a significant achievement which reflects the tremendous hard work and dedication right across our business. Our core strategy is based on consistency of service excellence and we're delighted to see this recognised by IBA members."

The annual Irish Brokers Association Insurance Service Awards celebrated its 25th Anniversary this year. The Awards benchmark service to brokers from the insurance market and are a prestigious event in the Irish insurance calendar. IBA members are surveyed to determine the award winners.

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About Irish Life:

Established in 1939, Irish Life is Ireland's leading life, investment and pension company. Since July 2013 Irish Life has been part of the Great-West Lifeco group of companies, one of the world's leading life assurance organisations.

Great-West Lifeco and its subsidiaries - including The Great-West Life Assurance Company which was founded in Winnipeg, Canada more than a century ago - have a record for financial strength, earnings stability and consistently high ratings from the independent rating agencies. The Great-West Life Assurance Company has an AA rating for insurer financial strength from Standard & Poor's.

Irish Life is committed to delivering innovative products backed by the highest standards of customer service and, as part of Great-West, has access to experience and expertise on a global scale, allowing the company to continuously enhance its leading range of products and services.